

**Murray Arts Advisory Board
Minutes for February 21, 2012**

Attendance: Sharon Whitney, David Christensen, Elaine Judd, Jenny Simmons, Scott Mooy

Excused: Shauna Hart, Mildred Horton, Brandon Beckstead, Stephanie Pollei

1. Minutes for January 17, 2012 were approved with a revision to acknowledge that Sharon Whitney was in attendance. The upcoming schedule was reviewed. Mary Ann will need help at the Arts Power performance on March 2 at 6:15 pm.
2. Float design and theme was discussed. They liked the theme *Once Upon a Brick - Building Murray*. Suggested design changes included moving the girls to the porch of the brick home and moving the pig and a friendlier wolf to the front to appear like they are still building something together. The board thought it would be fun to put a handlebar mustache on the wolf if the Mayor is agreeable to that idea. (Note: At the end of the meeting, David suggested *Once Upon a Brick...the Murray Dream Began*.)
3. Literary judging has begun. David will help.
4. The foundation is still frustrated with the city's support for the performing arts center. A letter sent to them by Jim Brass did not seem to them to indicate full commitment yet. They are meeting on March 15 to decide if they want to dissolve or wait. They feel they can't do any fundraising until there is a stronger commitment. Mary Ann shared a letter dated July 19, 2011 which the city sent to Phil Jordan and Salt Lake County, committing \$10 million in tax revenue bonds in 2013 in addition to purchasing the land and building the parking structure if the county would come forward with \$12.5 million for the project. This amount did not consider what the foundation could bring to the table because that was uncertain at the time. She felt that showed a solid commitment. Board members weren't sure the city council remembers that letter and several council members are new. Board members have tried to educate the new city council members but it is uncertain if both old and new city council members understand we have already developed an operational plan. They fully understood Lynn Chatterton's feelings. Mary Ann felt the county is the real hold up. They are still trying to decide new criteria for the regional center and there are differing levels of support between elected officials and county staff. Scott, who has been on the foundation board but is not currently an active board member, said the foundation is frustrated because they have worked hard to raise funds for the feasibility study. It is difficult to raise funds for a staff person and consultant with the ever changing status from both the city and the county. They are not experienced fundraisers and the county wants proof of money raised, but the consultant says major donors want proof that the county and city are on board before they will donate. Mary Ann suggested that the foundation submit a grant request to the mayor and city council as part of the budget process to help pay for a paid staff person who has experience in development. This person could help organize a board of trustees and develop a plan to implement the fundraising strategies and pay the consultant. The city council may or may not consider the request but it is worth asking. If the council believed they could get \$3-

\$4 million for a \$35,000 grant, they might consider it. Mary Ann encouraged Scott to attend the March 15 meeting and suggest that they wait. If the foundation is dissolved, it would require starting the whole foundation process again or possibly halting the entire project. It would be too bad if that happened right now. We need to wait and see what the county does with new criteria for a regional center and how the city council plans to move ahead with their strategic plan. Mary Ann presented a \$5 million request before the state legislature economic development committee. She also spoke with Senator Gene Davis who said we should start working together to get some funding from the legislature next year. Mary Ann told him that she didn't really understand how this processed worked and would be happy for his help. This year we were just trying to get the project on the legislature's radar.

5. Arts in the Park marketing and 2012 goals and projects will be reviewed next month when more board members are present.